

THE DYNAMIC BUSINESS START UP PROJECT KENYA

A REPORT ON THE MICRO BUSINESS START UP PROGRAM

HELD AT Pioneer Conference Centre, Eldoret
FROM 01 September to 27 September 2008
TRAINERS Phelistus Waithera and Nelson Rotich



This course was generously sponsored by



REPORT FROM THE TRAINERS



The Recruitment and Selection Process

Recruitment of the learners involved both the DBSP trainers and the church elders from Deliverance church Langas area and Diocese in Eldoret town. Mobilization was done through the churches as well as door to door.

The Training and How the Program Went

- In terms of age, the oldest was 52 years and the youngest 19. We had 9 learners between the ages 19 and 25, 9 between 26 and 33, 9 between 34 and 42 and 2 between 42 to 52.
- In terms of gender, the composition was 11 males and 11 females.
- In terms of ethnicity there were 5 tribes represented on the course; 4 Kalenjin, 1 Luo, 3 Luhya, 3 Kisii and 11 Kikuyu.

The class was divided into four groups based on the learners' locations. All the learners showed much commitment in fulfilling their responsibilities on the course to observe, learn and put their learning into practice. The participation was very lively and we experienced a spirit of healthy competition among the learners as well as among teams.



The Money Making Activity

100% of the learners had their KES 500 at the beginning of the exercise and were ready for the activity. Learners realized that running a business is not something to joke about; it requires seriousness, commitment and discipline if one wants to succeed. This activity defined the DBSP training methodology (one day in class in class learning theory, discussing various aspects of the theory and the research the learners had done previous day. Then the following day the learners are in their community putting into practice what they had been taught the previous day, in the form of research work and in making money utilizing their KES 500).

Most of the class stuck to one money making activity. Only 5 learners changed their activity as they learned the theory and realized what was wrong with the activity they were doing previously.



Here are some of the comments they gave pertaining this exercise:

- “When I heard about KES 500 as the starting capital the picture of being a millionaire disappeared; but as days went by I started seeing myself becoming wealthier day after day with the right information and growing cash. I gained confidence in selling my products (vegetable and fruits).”
- “I now see the importance of starting small. I am able to apply the information in my small business thus creating room for the business to grow.”
- “If there is a part that attracts me most in DBSP it is the research part of it. I am sure that my life has changed since I cannot forget this and I am able to get money and to know why I am making profit.”
- “I feel valued when I am given an opportunity to give my feedback from the research work. I now know that it is not the capital that determines how successful you will be in your business but the uniqueness of the idea and how you manage it. God bless you.”
- “This is a very brilliant idea, since practically it shows one can start even with a small amount of money, therefore removing the doubts of many.”
- “A very appropriate exercise, because we could afford it and it was easy to see the growth.”
- “I am now a very motivated Kenyan by this methodology. I wish the whole nation (Kenyans) would know about this; then poverty would be history.”
- “This activity has really changed my life I will not be the same again.”
- “This exercise makes DBSP look very unique”.
- “This exercise has made me to believe that poverty is now history in our community and I will be able to recover what I lost and continue with my life no matter what happened to business during the violence”.
- “This exercise makes Dynamic Business Start Up Project to be real and practical”.

- “I will never struggle again in business instead I will be enjoying and making sure I have some times to rest and have time for my family, from KES 500 only”
- “Information is power .”
- “I have wasted a lot of resources trying many businesses, but a time of restoration has come, {KES 500}
- “At first it seemed a small amount of money, but it helped us to learn and cope as a team.”
- “It (KES 500) can be used realistically to produce more money.”
- “I have never thought about this.”
- “This exercise marks the climax of DBSP.”

The following table reflects the amount made by each learner and the activities that they chose:

Amount Made (in Ksh)	Activity
2,398	Selling ladies’ clothes
12,100	Delivering vegetables and fruits to a hotel
2,555	Selling tomatoes
6,670	Baking mandazi and chapati
8,600	Assembling electric lamps
2,605	Selling mens’ ties
6,333	Selling milk
13,890	Selling vegetables and fruits
5,035	Offering salon services
1,231	Selling bar soap and later cereals
2,582	Selling handkerchiefs
6,134	Buying and selling scrap metals and plastics
1,627	Sewing and selling women’s clothes
1,105	Selling eggs and polythene bags
2,134	Offering salon services
2,200	Drawing
3,250	Selling secondhand clothes
955	Selling polythene bags and kids’ clothes
628	Selling ladies’ shoes and eggs
3,456	Selling polythene bags and toothpicks
6,850	Offering electronic services



RESEARCH AND PRODUCTION OF BUSINESS PLANS

The learners had to identify 3 ideas that they needed to research on an ongoing basis as the training unfolded. The idea behind this is that at the end of the training program each of the learners will have 3 fully researched business ideas. Then they evaluate these 3 ideas and choose the one that is the most viable and feasible. They then write up their business plan for this business and then start it up.

Research work was well done by all of the learners. This was as the result of good team work. The class did this exercise with a lot of passion and dedication and they really tackled each day's work with a lot of enthusiasm.

As far as the business plans that resulted from the training are concerned, they were well produced and for the most part well written. All the learners completed their business plans with most of the elements being correct. We had only one student who struggled a bit with the financial part of the business plans. A few corrections needed to be made here. All business plans were realistic and most of them did not need a lot of capital. Those that needed startup capital knew where to get it. Ninety percent of the learners will start up the business they have written the business plan for, while 10% will probably continue with the money making activity as a way of raising the necessary capital they require to start up the business they wrote.

STATISTICAL REPORT ON THE PROGRAM

No. of students interviewed:	32
No of interviewees suitable for entrepreneurial training:	24
No of students starting the program:	22
Program drop rate:	1 (4%)
Average daily attendants:	95%
Average age of the learner:	30
Male Female Ratio:	11 male to 10 women.

